

LEO BURNETT COMPANY, Inc.

Ad No. 5-2207 - New Growth - B&W - Head Page 3&W - 8/19/71 - Trade Publications (4)

Printed in U.S.A.

You get  
**growth**  
from  
Philip  
Morris  
People



*Who are Philip Morris People?*

The Virginia Slims girl is one –  
and so are millions of  
loyal smokers of  
Philip Morris brands.

In 1971, Philip Morris sales were up +11% overall. It was our  
16th consecutive year of sales increases.

During the first six months of 1972, overall sales were up +15.2%.  
Marlboro Red, America's fastest growing cigarette, was up +14.8%.  
Marlboro 100's, up +22.5%. Benson & Hedges 100's, up +15.6%.  
Virginia Slims, up +12.6%. Parliament, up +5.2%.

Philip Morris People grow on you.



**Philip Morris**  
USA

*Our people  
make money  
for you*

